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ABSTRACT

This report summarizes data from a May 1981 survey of Wisconsin's 433 school districts conducted by the Bureau of Instructional Media Programs of the Wisconsin Department of Public Instruction. A single narrative and 14 composite tables present information from three separate data analyses, which included computation of statewide averages for the total responses, grouping of responses by district size, and comparison of results for districts with full-time media directors and those in which directors had building-level responsibilities. To maintain confidentiality regarding Milwaukee's information, statistics for districts with enrollments greater than 50,000 were omitted. Findings are organized according to 12 basic topics addressed by the study: (1) responsibilities of the district media director; (2) district level media program staff; (3) policies (planning and selection); (4) services; (5) resource sharing; (6) union catalogs; (7) membership in professional associations; (8) audiovisual equipment; (9) facilities; (10) budget maintenance; (11) staff changes; and (12) district media director profile. (LMM)

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District Level Instructional Media Programs in Wisconsin Public Schools

1982

A Status Report

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INTRODUCTION

In May, 1981, the Bureau of Instructional Media Programs, Wisconsin Department of Public Instruction, surveyed all school districts to determine the status of district-level instructional media programs in Wisconsin's public schools. The responses were tallied and analyzed in the fall of 1981. This is the official report of that analysis.

Out of Wisconsin's 433 districts, 372 responded, for a response rate of 86%. Districts that did not respond were evenly distributed over all size categories, so the results are representative of all districts.

Three separate analyses were performed on the resulting data. The first analysis computed statewide averages for all the responses taken together. The second analysis grouped the responses by size of district. The third analysis separated the responses into two categories: a) those from districts with full-time media directors and b) those with directors who had building-level responsibilities, and compared the results of the two groups. The report that follows combines the results of these three analyses into a single narrative and composite tables. To maintain confidentiality regarding Milwaukee's information, statistics for districts with enrollments greater than 50,000 were omitted.

Part I
Responsibilities of the District Media Director

Thirty-four of the respondents, or about 9% of the responding school districts, employ at least one person full time (exclusive of building-level program responsibilities) to provide district-level media services. The remaining 332 districts assign district-level responsibilities to someone who also works directly with students and teachers at the building level.

As expected, the largest districts most commonly have the full-time directors. (See Table 1.)

The second major finding is that 70% of Wisconsin's school districts assign district media director responsibilities to just one person (either full or part time), and 30% split the responsibilities among two or more (full- or part-time) persons. The size of the district did not make a difference here.

The range of responsibilities that each district media director has varies with each district. Table 2 shows the number and percent of district media directors who are assigned certain responsibilities. Table 2 also highlights the differences between larger districts and smaller districts and between full- and part-time director assignments.

TABLE 1

NUMBER OF DISTRICTS REPORTING FULL- OR PART-TIME DISTRICT DIRECTORS

District Size	Full-Time Director		Part-Time Director	
10,000 - 49,000	7	100%	0	0%
5,000 - 9,999	9	64%	5	36%
4,000 - 4,999	3	38%	5	62%
3,000 - 3,999	5	31%	11	69%
2,000 - 2,999	7	18%	31	82%
1,000 - 1,999	3	3%	91	97%
500 - 999	0	0%	119	100%
499 - fewer	0	0%	70	100%
All Districts	34	9%	332	91%

TABLE 2

RESPONSIBILITIES OF DISTRICT MEDIA DIRECTOR

RESPONSIBILITY. The District Media Director:	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Is responsible for developing long range plan for Inst. Media Services.	269	72%	7	100%	13	93%	6	75%	11	65%	30	75%	66	71%	82	70%	53	77%	33	94%	236	79%
Is responsible for implementing the long range plan.	265	71%	7	100%	13	93%	7	88%	10	59%	29	73%	64	68%	78	65%	56	79%	32	91%	233	70%
Has the authority to implement the long range plan.	160	43%	2	29%	8	57%	5	63%	6	35%	13	33%	37	39%	52	42%	37	52%	18	51%	142	43%
Has decision-making authority in building level media program budgets.	55	15%	5	71%	5	36%	3	38%	5	29%	7	18%	14	15%	11	9%	5	2%	20	57%	35	11%
Only makes recommendations regarding building level budgets.	217	58%	4	57%	8	57%	2	40%	2	12%	25	63%	50	53%	80	67%	45	63%	17	49%	200	60%
Provides consultation in design or remodeling of IMC facilities.	262	70%	7	100%	13	93%	7	[illegible]%	9	53%	28	70%	57	61%	86	72%	54	76%	33	94%	229	69%
Is consulted regarding other instructional media concerns.	234	63%	7	100%	14	100%	4	50%	11	65%	30	75%	54	57%	72	60%	41	58%	33	94%	201	61%
Is a regular member of the district curriculum committee.	64	17%	4	57%	6	43%	1	13%	2	12%	10	25%	16	17%	10	8%	15	21%	13	37%	51	15%
Not a member, but may attend meetings of curriculum committee.	156	42%	4	57%	6	43%	6	75%	10	59%	20	50%	34	36%	58	48%	18	25%	21	60%	135	41%
Is consulted regularly by subject area curriculum specialists.	165	44%	6	86%	8	57%	2	40%	4	24%	21	53%	34	36%	55	46%	34	48%	23	66%	110	33%
Is consulted regarding challenged materials or censorship attempts.	215	58%	5	71%	12	86%	6	75%	12	71%	22	55%	47	50%	68	57%	43	61%	28	80%	187	56%
Is a member of the review team for challenged materials.	208	56%	4	57%	9	64%	6	75%	9	53%	20	50%	49	52%	76	63%	35	49%	26	74%	182	55%
Is responsible for hiring/discharging DISTRICT level PROFESSIONAL staff.	7	2%	1	14%	2	17%	2	25%	0	0%	1	3%	1	1%	0	0%	0	0%	5	14%	2	1%
Participates in interviews of DISTRICT level PROFESSIONAL staff.	72	19%	7	100%	9	64%	3	38%	7	41%	9	23%	20	21%	11	9%	6	8%	25	71%	47	14%
Provides recommendations in hiring/discharging DISTRICT level PROFESSIONAL staff.	104	28%	7	100%	10	71%	4	50%	7	41%	17	43%	28	30%	21	18%	9	13%	28	80%	76	23%
Is responsible for hiring/discharging DISTRICT level support staff.	14	4%	1	14%	4	29%	1	13%	0	0%	1	3%	3	3%	3	3%	1	1%	6	17%	8	3%
Participates in interviews of DISTRICT level SUPPORT staff.	80	22%	5	71%	9	64%	2	40%	7	41%	12	30%	20	21%	16	13%	9	13%	24	69%	56	17%

Table 2, Continued

RESPONSIBILITY. The District Media Director:	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Provides recommendations in hiring/discharging DISTRICT level SUPPORT staff.	136	37%	5	71%	10	71%	2	40%	8	47%	22	55%	38	40%	33	28%	17	24%	28	30%	108	33%
Is responsible for hiring/discharging BUILDING level PROFESSIONAL staff.	3	1%	0	0%	1	7%	1	13%	0	0%	0	0%	1	1%	0	0%	0	0%	1	3%	2	1%
Participates in interviews of BUILDING level PROFESSIONAL staff.	74	20%	6	86%	10	71%	5	63%	8	47%	11	28%	20	21%	10	8%	4	6%	27	77%	47	14%
Provides recommendations in hiring/discharging BUILDING level PROFESSIONAL staff.	110	30%	7	100%	11	79%	6	75%	9	53%	19	48%	31	33%	19	16%	7	10%	31	86%	79	24%
Is responsible for hiring/discharging BUILDING level SUPPORT staff.	7	2%	0	0%	1	7%	0	0%	0	0%	0	0%	5	5%	1	1%	0	0%	1	3%	6	9%
Participates in interviews of BUILDING level SUPPORT staff.	89	24%	3	43%	4	29%	4	50%	6	35%	15	38%	28	30%	19	16%	10	14%	17	49%	72	22%
Provides recommendations in hiring/discharging BUILDING level SUPPORT staff.	151	41%	3	43%	7	50%	4	50%	7	41%	25	63%	46	49%	40	33%	18	25%	22	63%	129	39%
Is responsible for supervising DISTRICT level PROFESSIONAL media staff.	70	19%	4	57%	9	7%	4	50%	5	29%	9	23%	9	10%	15	13%	14	12%	21	60%	49	15%
Makes regular evaluations of DISTRICT level PROFESSIONAL staff.	37	10%	2	29%	8	7%	2	25%	4	24%	3	8%	5	5%	5	4%	7	10%	15	43%	22	7%
Writes job descriptions for DISTRICT level PROFESSIONAL media staff.	67	18%	4	57%	9	64%	2	25%	7	41%	12	30%	15	15%	9	8%	8	11%	20	57%	47	14%
Is responsible for supervising BUILDING level PROFESSIONAL media staff.	96	26%	5	71%	8	57%	5	63%	8	47%	12	30%	22	23%	23	19%	12	17%	22	63%	74	22%
Is SOLELY responsible for this evaluation.	20	5%	0	0%	0	0%	0	0%	0	0%	0	0%	5	5%	8	6%	7	10%	1	3%	9	3%
Shares this responsibility with the building principal.	105	28%	5	71%	8	57%	5	63%	7	41%	13	33%	23	24%	24	2%	19	27%	23	66%	82	25%
Makes regular evaluations of BUILDING level PROFESSIONAL media staff.	44	12%	3	43%	7	50%	2	25%	5	29%	2	5%	13	33%	5	4%	6	8%	14	40%	30	9%
Writes job descriptions for BUILDING level PROFESSIONAL positions.	84	23%	6	86%	9	64%	3	38%	8	47%	11	28%	22	23%	15	13%	9	13%	23	66%	61	18%
Makes regular supervisory visits to BUILDING level media programs.	64	17%	6	86%	10	71%	3	38%	5	29%	6	15%	16	17%	11	9%	7	10%	22	63%	43	13%
An evaluation form specifically designed for DISTRICT PROFESSIONAL staff.	42	11%	1	14%	2	14%	0	0%	1	6%	3	8%	7	7%	17	14%	11	15%	3	9%	39	12%
An evaluation form specifically disigned for BUILDING PROFESSIONAL staff.	65	17%	1	14%	4	29%	3	38%	2	18%	5	13%	20	21%	20	17%	10	14%	6	17%	59	18%

Table 2, Continued

RESPONSIBILITY. The District Media Director:	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
An evaluation form specifically designed for DISTRICT SUPPORT staff.	19	5%	1	14%	2	14%	0	0%	0	0%	3	8%	4	4%	7	6%	2	3%	4	11%	15	5%
An evaluation form specifically designed for BUILDING support staff.	33	10%	1	14%	2	14%	1	13%	1	6%	4	10%	10	11%	10	8%	4	6%	4	11%	29	9%
Number of districts in this size category.	372		7		14		8		17		40		94		120		71		35		332	

TABLE 3

DISTRICTS ASSIGNING DISTRICT RESPONSIBILITIES PART TIME TO BUILDING LEVEL STAFF

HRS. PER WK. ASG. TO DISTRICT LEVEL.	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Fewer than five hours per week	274	74%	4	57%	6	43%	5	63%	12	71%	23	58%	67	71%	93	78%	63	89%	13	37%	302	91%
5 - 9 hours per week	30	8%	0	0%	2	14%	1	13%	1	6%	6	15%	7	7%	10	8%	3	4%	1	3%	0	0%
10 - 14 hours per week	20	5%	0	0%	0	0%	0	0%	0	0%	5	13%	8	9%	6	5%	1	1%	0	0%	0	0%
15 - 19 hours per week	12	3%	0	0%	2	14%	0	0%	1	6%	1	2%	5	5%	2	2%	1	1%	0	0%	0	0%
20 - 29 hours per week	22	6%	2	29%	1	7%	1	13%	1	6%	4	10%	6	6%	4	3%	3	4%	0	0%	0	0%
30 or more hours per week	14	4%	1	14%	3	21%	1	13%	2	12%	1	2%	1	1%	5	4%	0	0%	0	0%	0	0%
Number of districts in this size category.	372		7		14		8		17		40		94		120		71		35		332	

Part II
District Level Media Program Staff

Table 1 showed that the great majority of districts assign direction or coordination of the district-level media program part time to a building-level professional. The extent of this part-time commitment (in terms of hours per week) devoted to the district media program is generally limited. For example, in nearly three-fourths of the districts, fewer than five hours per week are devoted to district-level duties. Table 3 shows how many hours per week the building-level professional devotes to the district-level responsibilities

Thirteen districts, or 4%, obtain staff for district-level services from a CESA or other consortium. Written job descriptions for district-level media program staff are used in 135, 38%, of the districts.

Part III
Policies

The two types of policies most commonly found in school districts in Wisconsin are the basic planning policy, usually known as the long-range plan, and the selection policy which generally includes a section on weeding as well as a form for dealing with challenges or complaints to materials. Only 195 districts, or 54%, do have written long-range plans that have been offically approved by the district's school board. This result is much smaller than expected, in view of the mandate in the administrative rule interpreting ss 121.02(h) which states "there shall be on file a written, school board-approved long-range plan for developing library services formulated by students, teachers, library and audiovisual personnel, and administrators." Not only does this mean that nearly half of Wisconsin's school districts are not meeting the regulation, it also means that those districts are operating without a visible plan for action.

Since a long-range plan which is conceived, developed, and implemented by a group representative of the entire school community provides a strong assurance that an instructional media program will be relevant to the real learning needs of students; and since the planning process establishes an excellent communication process and builds a strong base of support for the instructional media program, this area will receive highest priority among the goals and objectives of the Bureau of Instructional Media Programs during the next two years.

A larger group of districts (252, or 68%) have developed district-level selection policies. Nearly all of these pertain to audiovisual media as well as print. However, only 170 districts (or 51%) reported having a written policy governing the selection of textbooks. Table 4 indicates the number and percent of school districts in Wisconsin that have written policies covering various functions related to the instructional media program. Breakdowns by size of school districts and by districts with or without full-time district media directors are also provided.

TABLE 4

DISTRICTS WITH BOARD APPROVED INSTRUCTIONAL MEDIA POLICIES

POLICY	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000 3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Long range plan	195	52%	7	100%	12	85%	3	38%	7	41%	25	63%	38	40%	69	58%	33	46%	23	65%	171	52%
Selection (printed media)	252	68%	7	100%	10	71%	7	88%	14	82%	29	73%	60	64%	83	69%	42	59%	25	71%	225	68%
Selection (AV media)	236	63%	7	100%	10	71%	7	88%	13	76%	29	73%	58	62%	74	62%	38	54%	25	71%	210	63%
Selection (textbooks)	170	46%	7	100%	10	71%	3	38%	11	65%	25	63%	37	39%	49	41%	27	38%	23	65%	144	43%
Deselection (weeding)	143	38%	2	29%	5	36%	5	63%	5	29%	16	40%	41	44%	47	39%	22	31%	10	29%	133	40%
Previewing prior to purchase	94	25%	3	43%	3	21%	2	25%	4	24%	14	35%	26	28%	29	24%	13	18%	7	20%	87	26%
Dealing with challenge, complaint	266	72%	7	100%	11	79%	6	75%	14	82%	32	80%	66	70%	90	75%	40	56%	28	80%	235	71%
Uniform cataloging of materials	94	25%	2	29%	6	43%	1	13%	4	24%	10	25%	23	24%	29	24%	19	27%	11	31%	82	25%
Copy printed materials	83	22%	3	43%	7	50%	1	13%	3	18%	11	28%	19	20%	27	23%	12	17%	11	31%	71	21%
Copying televised materials	67	18%	4	57%	7	50%	0	0%	1	6%	10	25%	16	17%	22	18%	7	10%	10	29%	56	17%
Copying AV materials	59	16%	3	43%	5	36%	0	0%	2	12%	10	25%	14	15%	18	15%	7	10%	8	23%	51	15%
Sharing resources	65	17%	0	0%	2	14%	3	38%	3	18%	8	20%	17	18%	21	18%	11	15%	6	17%	59	17%
Interlibrary cooperation	57	15%	0	0%	3	21%	1	13%	3	18%	8	20%	16	17%	16	13%	10	14%	5	14%	52	16%
General public use of media	78	21%	3	43%	0	0%	2	25%	5	29%	9	23%	21	22%	28	23%	10	14%	7	20%	70	21%
General public use of equipment	85	23%	3	43%	2	14%	1	13%	3	18%	11	28%	22	23%	33	28%	10	14%	8	23%	76	23%
Circulation inventory procedures	62	17%	1	1%	3	21%	1	13%	1	6%	7	18%	13	14%	22	18%	14	20%	5	14%	56	17%
Security, theft prevention	45	12%	1	1%	3	21%	0	0%	0	0%	7	18%	10	11%	14	12%	10	14%	5	14%	39	12%
Number of districts in this size category.	372		7		14		8		17		40		94		120		71		35		332	

Part IV
Services

The heart of this survey is the section dealing with services provided at the district level to the students, media specialists, or faculty throughout the district. Table 5 shows the extent of those services and how the size of the district seems to have made a difference.

Assistance in selecting materials and the provision of a professional library are some of the most popular services made available by Wisconsin's school districts. Nearly three fourths of the districts listed these features. Providing consultation to the building-level staff and helping them to write proposals for federal funds are second in popularity, with provision of inservice education for teachers running close behind. Nearly two-thirds of the districts provide these services. All these services appear to be more common in the larger districts, where district functions are more clearly distinguished from building-level functions and where full-time staff are available to perform them.

Repair and maintenance of equipment are also common services, as are a number of productio services, chiefly instructional television production, laminating, transparency producti and printing.

Delivery service exists in a majority of schools, and daily delivery of media is common, except for larger districts.

One-third of Wisconsin's districts provide centralized processing of materials for all schools in the district.

Even though about one-half of the districts boast a media skills instruction program coordinated through all twelve grades, only a third have a written media skills curriculum.

TABLE 5

DISTRICTS PROVIDING DISTRICT LEVEL INSTRUCTIONAL MEDIA SERVICES

SERVICE	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Inservice program for teachers	233	63%	7	100%	12	86%	4	50%	10	59%	31	78%	49	52%	75	63%	44	62%	31	89%	202	61%
Professional media staff inservice	96	26%	4	57%	10	71%	3	38%	5	29%	17	43%	24	26%	20	17%	13	18%	24	69%	72	22%
Support media staff inservice	70	19%	3	43%	8	57%	3	38%	5	29%	13	33%	16	17%	14	12%	8	11%	19	54%	51	15%
Assistance in writing ESEA IV-B	230	62%	7	100%	12	86%	6	75%	11	65%	27	68%	56	60%	68	57%	42	59%	31	89%	198	60%
Assistance in writing ESEA IV-C	129	35%	6	86%	10	71%	3	38%	9	53%	16	40%	29	31%	34	28%	21	30%	25	71%	104	31%
Consultant to building level staff	242	65%	6	86%	13	93%	6	75%	13	76%	28	70%	64	68%	73	61%	38	54%	32	91%	208	63%
Assistance in selecting materials	288	77%	7	100%	13	93%	6	75%	14	82%	30	75%	63	67%	99	83%	55	77%	34	97%	252	76%
Collection of selection tools	269	72%	7	100%	10	71%	5	63%	12	71%	27	68%	57	61%	96	80%	54	76%	29	83%	238	72%
Professional library for teachers	262	70%	7	100%	12	86%	4	50%	9	53%	27	68%	66	70%	83	69%	53	75%	33	94%	228	69%
Central purchasing - elementary	175	47%	5	71%	11	79%	4	50%	7	41%	19	48%	32	34%	57	48%	39	55%	30	86%	144	43%
" " - middle/junior high	152	41%	4	57%	10	71%	4	50%	5	29%	13	33%	32	34%	53	44%	30	42%	27	77%	124	37%
" " - high school	164	44%	4	57%	9	64%	4	50%	5	29%	15	38%	36	38%	64	53%	26	37%	27	77%	136	41%
Central cataloging - elementary	147	40%	6	86%	8	57%	3	38%	5	29%	14	35%	25	27%	47	39%	39	55%	24	69%	122	37%
" " - middle/junior high	128	34%	3	43%	6	43%	3	38%	3	18%	7	18%	27	29%	50	42%	29	41%	18	51%	109	33%
" " - high school	144	39%	2	29%	6	43%	3	38%	2	12%	9	23%	30	32%	65	54%	27	38%	17	49%	126	38%
Central processing - elementary	131	35%	6	86%	7	50%	3	38%	4	24%	10	25%	23	24%	47	39%	30	42%	22	63%	108	33%
" " - middle/junior high	115	31%	3	43%	5	10%	3	38%	2	12%	6	15%	25	27%	47	39%	23	32%	16	46%	98	30%
" " - high school	130	35%	3	43%	5	10%	3	38%	1	6%	8	20%	29	31%	60	50%	20	28%	16	46%	113	34%
Delivery of interloaned media	206	55%	7	100%	12	86%	7	88%	15	88%	32	80%	65	69%	47	39%	20	28%	34	97%	171	52%
Delivery less often than once a day	62	17%	5	71%	7	50%	3	38%	1	6%	6	15%	16	17%	15	13%	9	13%	14	40%	48	14%
Delivery once a day or more often	129	35%	2	29%	5	36%	4	50%	11	65%	26	65%	42	45%	30	25%	8	11%	23	66%	105	37%
Delivery to other than schools	88	24%	3	43%	6	43%	4	50%	8	47%	12	30%	25	27%	21	18%	9	13%	15	43%	73	22%
Coordinated media skills program	183	49%	5	71%	11	79%	4	50%	10	6%	10	48%	46	49%	49	41%	38	54%	23	66%	100	48%
Curriculum for media skills instruction	128	34%	6	86%	8	57%	3	38%	9	53%	17	43%	33	35%	24	20%	27	38%	18	51%	110	33%
Public information program	61	16%	1	1%	3	21%	3	38%	3	18%	9	23%	14	15%	15	13%	12	17%	11	31%	50	15%
Plan for building level evaluation	78	21%	2	29%	6	43%	1	13%	3	18%	11	28%	21	22%	18	15%	16	23%	13	37%	65	20%

Table 5, Continued

SERVICE	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Maintenance of AV equipment	283	76%	7	100%	12	86%	5	63%	13	76%	31	78%	71	76%	88	73%	55	77%	34	97%	248	75%
Repair of AV equipment	247	66%	6	86%	12	86%	5	63%	14	82%	28	70%	68	72%	73	61%	40	56%	22	63%	213	64%
Instructional development	111	30%	2	29%	10	71%	3	38%	8	47%	20	50%	27	29%	22	18%	18	25%	24	69%	87	26%
Policy & procedure manual	82	22%	6	86%	4	29%	3	38%	2	12%	15	38%	21	22%	17	14%	13	18%	19	54%	63	19%
Distribution of televised instruction	139	37%	5	71%	8	57%	4	50%	5	29%	18	45%	30	32%	45	38%	23	32%	28	80%	111	33%
-- by cable	57	15%	5	71%	7	50%	2	25%	3	18%	11	28%	16	17%	10	8%	3	4%	19	28%	38	13%
-- by tapes	111	30%	3	43%	4	29%	2	25%	3	18%	12	30%	29	31%	38	32%	20	28%	18	51%	93	30%
Newsletter to faculty	118	32%	6	86%	4	29%	2	25%	3	18%	10	25%	28	30%	30	25%	25	35%	17	49%	101	30%
Production of Instruction TV	253	68%	7	100%	11	79%	5	63%	11	65%	30	75%	64	68%	84	70%	40	56%	34	97%	219	66%
Audiotape duplicating	173	47%	7	100%	13	93%	5	63%	12	71%	24	60%	53	56%	43	36%	15	21%	33	94%	139	42%
Laminating	251	68%	7	100%	13	93%	7	88%	13	76%	28	70%	66	70%	74	62%	42	59%	35	100%	215	65%
Drymounting	192	52%	5	71%	11	79%	6	75%	12	71%	24	60%	53	56%	50	42%	30	42%	31	88%	160	48%
Photography	165	44%	2	29%	12	86%	4	50%	11	65%	20	50%	44	47%	46	38%	25	35%	27	77%	137	41%
Slide duplicating	69	19%	6	86%	9	64%	3	38%	8	47%	12	30%	19	20%	8	7%	3	4%	22	63%	46	14%
Devel. of multi media presentations	120	32%	4	57%	8	57%	3	38%	11	65%	18	45%	33	35%	28	23%	14	20%	27	77%	92	28%
Graphic design	88	25%	5	71%	8	57%	3	38%	7	41%	12	30%	22	23%	19	17%	11	15%	23	66%	64	19%
Microfilming	18	5%	0	0%	2	14%	1	13%	2	12%	3	8%	7	7%	1	1%	1	1%	6	17%	12	4%
Transparency production	170	46%	7	100%	11	79%	4	50%	10	59%	21	53%	48	51%	40	33%	3	4%	35	100%	137	41%
Film processing: color	26	7%	1	14%	3	21%	0	0%	0	0%	4	10%	5	5%	9	8%	3	4%	7	20%	19	6%
Film processing: black & white	86	23%	1	14%	5	36%	2	25%	3	18%	9	23%	24	26%	33	28%	8	11%	15	43%	71	21%
Artwork	59	16%	2	29%	5	36%	1	13%	6	35%	5	13%	13	14%	15	13%	11	15%	14	40%	45	14%
Printing (mimeo, offset, etc.)	155	42%	5	71%	10	71%	4	50%	8	47%	19	48%	40	43%	35	29%	33	46%	24	69%	130	39%
Number of districts in this size category.	372		7		14		8		17		40		94		120		71		35		332	

Part V
Resource Sharing

The majority of school districts (54%) borrow from other schools in their district either occasionally or frequently. Elementary schools borrow more frequently than do middle or high schools. Table 6 provides further details.

High schools lead in borrowing from other kinds of libraries. Fifty-four percent of them borrow occasionally or frequently from non-school libraries.

The least common borrowing pattern is "from schools in other districts." Here, 26% of the high schools and half as many elementary and middle/junior high schools are active borrowers.

TABLE 6

BORROWING PRACTICES

	Never	Seldom	Occa-sionally	Fre-quently
High schools borrow:				
a. from other schools in district	17%	17%	36%	13%
b. from schools in other districts	41%	23%	19%	7%
c. from non-school libraries	18%	15%	33%	21%
Jr./Middle schools borrow:				
a. from other schools in district	16%	13%	35%	17%
b. from schools in other districts	51%	19%	12%	2%
c. from non-school libraries	24%	16%	30%	11%
Elementary schools borrow:				
a. from other schools in district	16%	13%	31%	27%
b. from schools in other districts	52%	21%	14%	2%
c. from non-school libraries	25%	21%	28%	10%

Schools also lend materials. As Table 7 indicates, over 50% of the districts loaned materials occasionally or frequently to other libraries or school media centers within the district.

TABLE 7

LENDING PRACTICES

	Never	Seldom	Occa-sionally	Fre-quently
All schools lend:				
a. to other libraries in the district	18%	19%	38%	15%
b. to other schools in the district	16%	16%	37%	19%

Among those who reported little borrowing, 64% blamed it on lack of demand from users, but at least 30% of them indicated that service was not made readily available to the students. Fifteen percent of the directors said they did not have sufficient information about existing multitype library organizations to encourage them to be active interlibrary loan users. Seven percent reported that the school administration placed restrictions on interlibrary loan, and 4% perceived some legal restrictions or entanglements that impeded borrowing from other libraries. Table 8 shows a breakdown by size of district.

Two hundred and twenty-seven districts (227), or 61% are members of multitype library cooperative organizations; and 92% reported that the district is within an area served by a public library system.

When it comes to helping users gain access to materials outside the individual school's IMC, 74% of the media staff prepare interlibrary loan requests regularly for teachers, and 68% prepare them for students. Fewer IMCs (23%) prepare interlibrary loan requests for administrators; 4 percent prepare them for school board members; 10% for parents; and 10% for other community members. Table 9 shows a breakdown by size of district.

TABLE 8

DISTRICTS SELDOM OR NEVER PROVIDING INTERLIBRARY LOAN

REASON	STATE WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Lack of demand from users	237	64%	6	86%	9	64%	7	88%	10	59%	25	63%	62	66%	77	64%	40	56%	26	74%	208	63%
Service not made readily availabe	108	29%	3	43%	7	50%	2	25%	6	35%	14	35%	17	18%	42	35%	17	24%	11	32%	97	29%
Lack information about multitype organ.	56	15%	0	0%	3	21%	1	13%	2	12%	6	15%	15	16%	21	18%	8	11%	3	9%	53	16%
Administrative restrictions	27	7%	3	43%	3	21%	1	13%	2	12%	2	5%	8	85%	7	6%	1	1%	8	23%	19	6%
Legal prohibition or problems seen	15	4%	1	14%	2	14%	1	13%	2	12%	2	5%	3	3%	3	3%	1	1%	4	12%	11	3%

TABLE 9

DISTRICTS REGULARLY PREPARING INTERLIBRARY LOAN REQUESTS

PERSONS FOR WHOM REQUESTS WERE PREPARED	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Teachers	276	74%	4	57%	9	64%	8	100%	15	88%	30	75%	75	80%	93	78%	42	59%	27	77%	246	74%
Students	253	68%	2	29%	7	50%	6	75%	11	65%	24	60%	74	80%	92	78%	37	52%	23	66%	229	69%
Administrators	85	23%	2	29%	7	50%	4	50%	5	29%	10	25%	21	22%	21	18%	15	21%	20	57%	65	20%
School Board members	14	4%	1	14%	0	0%	1	13%	0	0%	3	8%	3	3%	3	3%	3	4%	3	9%	11	3%
Parents	39	10%	1	14%	0	0%	2	25%	1	6%	3	8%	13	14%	14	12%	5	7%	5	14%	33	10%
Other community members	38	10%	1	14%	0	0%	1	13%	0	0%	2	5%	11	12%	17	14%	6	8%	3	9%	35	11%
METHOD OF HANDLING REQUESTS																						
Handling on building by building basis	249	67%	4	57%	14	100%	6	75%	13	76%	34	85%	73	78%	75	63%	29	41%	28	80%	218	66%
Coord. or facil. at district level	67	18%	1	14%	0	0%	1	13%	3	18%	4	10%	12	13%	28	23%	18	25%	5	14%	62	19%
Number of districts in this size category.	372		7		14		8		17		40		94		120		71		35		332	

Part VI
Union Catalogs

Nearly one-third of all school districts have a union catalog of all printed materials in the district, including periodicals. However, this union catalog is frequently housed only in one building--possibly the processing center. Sixteen percent of the districts have lists of 16mm films, and 9% have district-wide lists of community resources. Nearly half (49%) of the districts have union lists of all audiovisual equipment.

District level materials collections (separate from any building-level IMC collection) exist in 15% of the districts. These are mainly found in the larger districts as Table 10 shows.

Part VII
Membership in Professional Associations

Membership in state professional associations is not universal among district media directors. Thirty-five percent of the directors belong to the Wisconsin Educational Media Association (WEMA), formerly the Wisconsin AudioVisual Association (WAVA). Forty-one percent are members of the Wisconsin Library Association (WLA), but only 31% also hold membership in WLA's school division, the Wisconsin School Library Media Association (WSLMA). National association membership is considerably smaller, with 47 directors, or 13%, holding membership in the American Library Association (ALA). Again, only a little more than half of those ALA members are also members of its school division, the American Association of School Librarians (AASL). Twenty-nine of the directors (or 8%) are members of the Association for Educational Communications and Technology (AECT). Membership in both state and national professional associations is greatest in the larger districts as Table 11 shows.

Part VIII
Audiovisual Equipment

Nearly every school district has at least one television receiver. Seventeen districts (5% of those reporting) listed only one television receiver in the district. However, 272 districts (87% of those reporting) have at least one black-and-white television camera, and 170 (or 54%) have a color video camera.

Fifty-four districts (14%) have at least one sub-carrier authority (SCA) radio receiver in the district.

At the time this survey was conducted, 217 districts (70%) have at least one microcomputer somewhere in the district. Of these, 400 are APPLEs, 298 are TRS-80s, 16 are Atari's, 56 are PETs, and 80 are other brands. This survey showed that at least 841 microcomputers were in use in Wisconsin's schools at the end of the 1980-81 school year.

TABLE 10

DISTRICTS MAINTAINING UNION CATALOGS OR DISTRICT COLLECTIONS

TYPE OF UNION CATALOG MAINTAINED	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Printed materials in the district	116	31%	3	43%	7	50%	3	38%	2	12%	12	30%	24	26%	36	30%	29	41%	18	51%	96	28%
16mm films in the district	60	16%	7	100%	11	79%	1	13%	4	24%	12	30%	13	14%	7	6%	4	6%	22	63%	38	11%
Periodicals in the district	117	31%	3	43%	5	36%	3	38%	6	36%	7	18%	25	27%	42	35%	26	37%	26	74%	97	29%
Community resources in the district	35	9%	1	14%	2	14%	1	13%	3	18%	4	10%	7	7%	10	8%	6	8%	6	17%	29	9%
AV equipment in district	181	49%	5	71%	12	86%	4	50%	6	36%	20	50%	47	50%	54	45%	32	45%	28	80%	152	46%
Separate district collection maintained	56	15%	5	71%	13	93%	4	50%	7	41%	11	28%	4	4%	7	6%	5	7%	22	63%	33	10%

TABLE 11

DISTRICTS WHOSE DIRECTORS ARE MEMBERS OF PROFESSIONAL ASSOCIATIONS

PROFESSIONAL ASSOCIATION	STATE-WIDE		10,000-49,999		5,000-9,999		4,000-4,999		3,000-3,999		2,000-2,999		1,000-1,999		500-999		499 or fewer		FULL TIME DIRECTOR		PART TIME DIRECTOR	
Wisconsin Educational Media Assoc. (WEMA)	130	35%	5	71%	13	93%	6	75%	11	65%	20	50%	33	35%	30	25%	11	15%	31	89%	98	30%
Wisconsin Library Association (WLA)	151	41%	2	29%	7	50%	4	50%	12	71%	19	48%	35	37%	47	39%	25	35%	18	51%	132	40%
Wis. Sch. Lib. Media Assoc. (WSLMA)	114	31%	3	43%	6	43%	4	50%	10	59%	12	30%	25	27%	36	30%	18	25%	18	51%	96	29%
American Library Association (ALA)	47	13%	0	0%	3	21%	2	25%	6	35%	8	20%	15	16%	9	8%	4	6%	5	14%	42	13%
Amer. Assoc. of Sch. Librns. (AASL)	26	7%	0	0%	2	14%	2	25%	3	18%	5	13%	7	7%	6	5%	1	1%	4	11%	22	7%
Assoc. for Ed. Comm. & Tech. (AECT)	29	8%	4	57%	9	64%	3	38%	2	12%	6	15%	5	5%	0	0%	0	0%	18	51%	10	3%
Number of districts in this size category.	372		7		14		8		17		40		94		120		71		35		332	

Part IX
Facilities

About 10-16% of Wisconsin's school districts have some space dedicated to district-level services distinct from building-level services. Those with space for district-level services are the larger districts which also have staff specifically assigned to district-level responsibilities.

Ten districts reported having electronic security systems similar to those used in public and academic libraries for preventing unauthorized removal of library books and audiovisual materials. The schools that have installed these systems, and the type of system installed, are as follows:

School	System
Appleton East High School	3M-Spartan
Ashwaubenon High School	3M #1250 (309)
Elmbrook Central High School	3M #1250 (309)
Elmbrook East High School	3M #1350
Kenosha Bradford High School	3M #30A
Kenosha Tremper High School	3M #30A
Port Washington High School	Checkpoint
Prairie du Chien High School	3M #1250 (309)
Sun Prairie High School	3M #1850
Wausau East High School	3M #1850
Wisconsin Rapids Lincoln High School	3M #1850

One hundred and eight (108) or 30% of Wisconsin's school districts are tied into a community cable television (CATV) system. Forty-six of these districts make use of a "closed loop" feature to permit transmitting to schools without transmitting programs to every subscriber in the system. Sixty-six districts, or 18%, are able to put programming directly on the community cable system for distribution to every subscriber.

Eight school districts (2%) operate a radio station either broadcast or internal. Those districts are: Ashwaubenon, Goodman-Armstrong, Hartford Union High School, Marshfield, Mequon-Thiensville, Milwaukee, D.C. Everest, and Wonewoc-Union Center.

Part X
Budget Maintenance

Financial ups and downs were evenly distributed among school districts in 1980-81. Looking at total expenditures for instructional media, 19% of the districts reported decreases, 24% said that the expenditures stayed the same, and 23% said they increased. Staying the same can be classified as falling because of inflation. These figures are based upon per-pupil expenditures. A total of 44% of the district directors either declined to answer or said that they did not know whether the budget increased or decreased. Most of the known decreases came in the area of equipment purchases, with 25% of the districts noting decreases here, 23% in audiovisual materials, and 22% in the purchase of library books.

Part XI
Staff Changes

The loss of staff positions at the district or building level paralleled the loss of buying power for material. In all, 33 districts (9%) lost professional staff and 38 districts (11%) lost support staff. Four districts (1%) gained a professional position, and 19 districts (6%) gained additional support staff.

Part XII
District Media Director Profile

Attached to the district media program survey was a form intended to collect information on the experience and qualifications of district media directors throughout the state. Analysis of this data disclosed that the number of years experience in the position of district media director varies considerably. Table 12 gives the details.

Nearly 40% of the district media directors hold both school librarian and audiovisual coordinator certification, and another 20% hold an audiovisual director certificate in addition to these two. Table 13 indicates the numbers and percentages of other combinations as well.

Experience as a classroom teacher is nearly as common among district media directors as is experience as a building-level school librarian or audiovisual specialist. To get some idea of the experience for a basis of comparison, all the years of experience amassed by all the directors who responded to our survey were added together under each certification category. The comparison of the aggregate is shown in Table 14.

TABLE 12

EXPERIENCE AS DISTRICT MEDIA DIRECTOR

No. of Years Experience	Number of Directors	Percent of Directors
1	32	9%
2	34	9%
3	32	9%
4	32	9%
5	30	8%
6	25	7%
7	24	7%
8	21	6%
9	15	4%
10	13	3%
11	13	3%
12	18	5%
13	16	4%
14	7	2%
15	15	4%
16	5	1%
17	5	1%
18	3	1%
19	6	1%
20	5	1%
more	18	5%

TABLE 13

CERTIFICATION HELD BY DISTRICT MEDIA DIRECTORS

Certificates Held	Number of Directors	Percent of Directors
School Librarian (only)	67	18%
AV Coordinator (only)	9	2%
AV Director (only)	39	10%
School Librarian & AV Coordinator	148	39%
School Librarian, AV Coordinator & AV Director	77	20%
AV Coordinator & AV Director	9	2%
School Librarian & School Library Supervisor	3	1%
School Librarian, AV Coordinator & School Library Supervisor	13	3%
School Librarian, AV Coordinator, AV Director, & School Library Supervisor	17	4%

TABLE 14

EXPERIENCE OF DISTRICT MEDIA DIRECTORS

Area of Experience	Aggregate Number of Years of Experience for all District Media Directors
As a teacher	2,511
As a school librarian	3,862
As an AV coordinator	2,040
As an AV director	1,851
As a principal	107

Conclusion

This report provides a description of the current status of instructional media program administration at the district level in Wisconsin's public schools. It has clarified for the bureau staff some areas in which major efforts in leadership and supervision should be directed.

We hope that persons interested in the education of young people will find this information useful. All the data, including the survey returns themselves, will be retained at the bureau office for the benefit of those who wish to derive additional information. If you have questions or wish to make recommendations for a future survey, please contact: Richard J. Sorensen, Bureau of Instructional Media Programs, Wisconsin Department of Public Instruction, P. O. Box 7841, Madison, Wisconsin 53707; or call (608) 266-1924.